

## NATSAP BOARD OF DIRECTORS SET GOALS CON'T...

The Committee will increase the number of press releases and develop a press release template for our members. In addition to Michael Berrett, the Public Relations Committee has the expertise of Kimball DeLaMare (Island View), Clinton Dorny (SUWS Adolescent and Youth Programs), Brad Gerrard (Universal Health Services), Penny James-Riddell (Explorations), Sarah Moir (Catherine Freer), Paul Smith (Catherine Freer), and Richard Williams (Three Springs).

### Education/Standards

John Mercer, Chair, reported the work has been completed on accreditation of therapeutic schools through JCAHO and that the committee will host a workshop on how to get started with the process of JCAHO accreditation. The Education/Standards committee will also conduct a second education survey; develop common definitions of academic services provided by NATSAP programs; develop recommendations for educational practices in NATSAP programs with a non-academic orientation and work with national and regional accrediting agencies to develop accreditation standards specific and friendly to NATSAP programs.



The Education/Standards Committee has drawn lots of interest and has grown to include the following members: Rick Buening (Academy at Sisters), Sharon Bitz (Mount Bachelor), Norman Elizondo (Aspen Achievement Academy), Kirk Farmer (Logan River Academy), Joe Gubbins (Spring Ridge Academy), Brent Hall (Discovery Academy), Lorri Hanna (Soltreks), Laurie Laird (New Haven), Will Laughlin (Aulder Academy), James Meyer (Oakley School), Pam Nielsen (Cedar Ridge), Sid Parham (Family Foundation School) Chuck Pearce, Carol and John Santa (Montana Academy), and Kenneth Steiner (John Dewey Academy).

### Ad Hoc Committees

Penny James-Riddell will chair a study group to provide a definition of "home based" programs and to review the existing NATSAP Principles of Good Practice to determine if any modifications and/or changes need to be made specifically for these programs.

**Very Important!**  
Please contact the NATSAP office with any changes in information about your program so we can keep the NATSAP Website current.  
Thank you!

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SPRING 2005



**NATSAP**  
National Association of Therapeutic  
Schools & Programs  
126 N. Marina, Ste. 2  
Prescott, AZ 86301

TO:

# NATSAP NEWS

## The National Association of Therapeutic Schools and Programs

SPRING 2005

### ROBERT COOLEY RECEIVES 2005 NATSAP LEADERSHIP AWARD

Robert Cooley, PhD, founder of Catherine Freer Wilderness Therapy Expeditions located in Albany, Oregon, was awarded the NATSAP Leadership Award at the National Association of Therapeutic Schools and Programs (NATSAP) 2005 "Working Together" Conference in Tucson, Arizona. Kimball DeLaMare, Island View and recipient of the 2004 NATSAP Leadership Award, presented the award to Dr. Cooley.

Dr. Cooley was recognized for exemplifying NATSAP's mission and values, and for his contributions and commitment to the adolescent treatment industry as a whole. Dr. Cooley has driven the industry's outcome research and is a founding member and president of the Outdoor Behavioral Healthcare Industry Council.

Dr. Cooley is dedicated to excellence and due to this commitment, Catherine Freer Wilderness Therapy Expeditions was selected to participate in the Joint Commission on Accreditation of Healthcare Organization's (JCAHO) Shared Visions-New Pathways test pilot project, an initiative designed to sharpen the focus of the accreditation process with an emphasis on the safety and quality of patient care. To further exemplify his commitment to excellence, Catherine Freer was selected in 2003 as one of the nation's top teen drug treatment providers by Drug Strategies, a Washington, DC-based non-profit research institute.

In accepting the award, Dr. Cooley spoke warmly of the woman who shared his dream of establishing a wilderness treatment program for adolescents and for whom his wilderness program is named.

Joining the NATSAP members and attendees of the conference in congratulating Dr. Cooley were his wife, Ingrid and son, Bjorn.



From left: Robert Cooley, 2005 Leadership Award Recipient & Kimball DeLaMare, presenter

Dr. Cooley earned his PhD in counseling psychology from the University of Oregon in 1979 and has specialized in family and adolescent therapy. Dr. Cooley and his wife Ingrid, a family therapist, live in Albany where the main focus of life has been raising four children.

### VOLUNTEER AWARDS

At the heart of NATSAP's success is the work and efforts of the people who volunteer on our committees. Among the accomplishments of the committees have been the establishment of the ethical principles and standards; reviewing membership applications, and determining the services our organization can provide to benefit our members.

This year, the NATSAP Board of Directors presented Volunteer Awards to individuals who were major contributors in 2004 to the

committees on which they served. The awards went to Will Laughlin of Aulder Academy and Amy Jeppesen, formerly of New Haven for their work on the Membership Committee and to Laurie Laird of New Haven and Pam Nielsen of Cedar Ridge RTC for their work on the Education/Standards Committee.

*"A leader is someone who steps back from the entire system and tries to build a more collaborative, more innovative system that will work over the long term."*

---Robert Reich



### BOARD OF DIRECTORS

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NATSAP NEWS

| NATSAP NEWS                                                                         |                        |
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|  |                        |
| SPRING 2005                                                                         |                        |

**A NOTE FROM DR. MICHAEL GASS, EDITOR, JOURNAL OF THERAPEUTIC SCHOOLS & PROGRAMS (JTSP)**

Efforts are underway toward the publication of the first issue of the Journal of Therapeutic Schools and Programs (JTSP). Submissions are coming in and reviewers are currently being assigned to begin the peer review selection and editing process. Our “journey” has begun and we are eagerly anticipating our first “arrival” this Fall.

Key to our current, as well as continuing, success are NATSAP members. Please take the time to consider sharing your professional practices with your colleagues, or encourage others to submit materials you think might be of value to others. The JTSP Editorial Board is seeking to produce a high quality product, but in the process striving to instill a supportive feedback process to assist even the most “doubting writers” who have something to share. Certainly e-mailing or calling Keith Russell (Associate Editor) or me to discuss your ideas is welcome.

One process that has worked well for several authors is to transform a NATSAP presentation to publication. Several writers are in this process, taking 2004 or 2005 workshops and working with an editorial board member to craft a manuscript. Consider this process and other professional endeavors (e.g., presentations you provide for different audiences) as a beginning source of a journal article.

One article we are looking to promote is a descriptive article on the current and past developments of NATSAP. The Board is currently reviewing an on-line survey being created for members to complete. When approved, look for your invitation to complete this survey (prizes may even be awarded! :-)). An article crafted by John Santa and Jan Moss combined with this information will serve as a fitting “cornerstone” for the first issue this Fall.

As always, please contact me if you have any questions. Best of continued professional success and I’m looking forward to this “journey” together.

**Michael A. Gass, Ph.D.**  
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**JAN MOSS APPOINTED AS EXECUTIVE DIRECTOR OF NATSAP**

Dr. John Santa, President of the National Association of Therapeutic Schools and Programs, announced the appointment of Jan Moss as Executive Director of NATSAP at the 2005 Annual Meeting of the association in Tucson, Arizona. Jan had been acting as Interim Executive Director during the Board’s nationwide search to permanently fill the position. After an extensive search, the Board identified Jan as the candidate who would be able to create a strong infrastructure for continued growth of the organization.

Jan brings with her many years of administrative and managerial experience. She began her career at Motorola, Inc where she served in many capacities in Human Resources, Finance, and Marketing before focusing on Information Technology. Jan held the position of Director of Information Technology at SEMATECH, a semiconductor consortia comprised of personnel and managers from the major semiconductor companies in the United States, Europe and Asia. In 1998, she left SEMATECH to become the Executive Director at Spring Ridge Academy in Arizona where she worked for the past six years. During her time at Spring Ridge Academy, Jan became heavily involved with, and committed to, the development of NATSAP and served as a founding member of the Board of Directors.

**NATSAP BOARD OF DIRECTORS SET GOALS**

The Annual Planning Meeting of the NATSAP Board of Directors was held in Salt Lake City in early March. The Board acknowledged the changes in the last year demonstrated the maturing of the organization. The creation of the committees gave people ownership of the organization, helped our members become more aware of benefits and encouraged an increase in membership. Dr. John Santa, Board President, recognized the Board has moved from a Board that discusses to a Board that produces. The Board is aware their biggest challenge is to maintain open communications to keep our members connected with the organization. Each committee, chaired by a director on the NATSAP Board, reviewed their accomplishments for 2004 and together with the other directors set their goals and plans for 2005 and beyond.

**THANK YOU FOR YOUR SUPPORT!**  
**OVER 600 PEOPLE WERE IN ATTENDANCE AT THIS YEAR’S CONFERENCE.**

**MARK YOUR CALENDARS! THE 2006 CONFERENCE IS FEB. 2-FEB. 4, 2006 AT THE SHERATON SAND KEY RESORT IN CLEARWATER, FLORIDA**

**NATSAP BOARD OF DIRECTORS SET GOALS CON’T...**

**Finance**  
The Finance Committee, chaired by Craig LaMont, Treasurer was chartered with establishing a reserve fund for emergencies and a reserve fund for quality improvement. They were asked to maintain conservative financial management practices and to conduct an annual review to maintain membership dues reasonable and fair. The committee will support or develop alternative income streams to support NATSAP’s mission and will efficiently assist local chapters with financial management. The Finance Committee is comprised of Dane Klay (RedCliff Ascent), Margie Lannon (Summit Achievement), Alan Satterlee (Northwest Passages) and Glen Zaug (Heritage Schools)

**Membership**  
The Board reviewed the Supporting Membership category and suspended this membership category until the Membership Committee considered establishing “patron” and “allied professional” affiliations with NATSAP, developing a definition for each affiliation and a code of ethics for individuals similar to the NATSAP Ethical Principles. The Board further chartered Will White, Chair and the Committee with reviewing the current program types and their definitions with recommendations on refining and/or revising them; developing a list of accrediting bodies that NATSAP accepts as licensure and accreditation and to consider if the accrediting or licensing body does site visits and follows standards similar to NATSAP Principles of Good Practice; and reviewing the current types of membership (Full, Associate, Provisional) and the requirements for each. The Membership Committee is comprised of Jan Ellison (LaAmistad), Will Laughlin (Aulderm Academy), Sid Parham (Family Foundation School), Craig Rodabough (Logan River Academy) and Erick Scheiderman (Bridges Academy)

**Ethics**  
Gil Hallows, Ethics Committee chair, reported the committee is working with the IECA Special Needs Committee to discuss and establish a set of standards on which both IECA and NATSAP can agree for presentation to their individual memberships. The Board chartered the committee with developing an orientation for our member marketing representatives to present these ethics and a new member orientation to review what it means to be a NATSAP member. They were asked to explore the edges between marketing and ethics in working with referring professionals. Ken Huey (Provo Canyon), Penny James-Riddell (Explorations), John Mercer (Mission Mountain), James Meyer (Oakley School), Paul Smith (Catherine Freer) and Will White (Summit Achievement) comprise the Ethics Committee.

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**Member Services**  
Although the Member Services made great strides in providing the NATSAP membership increased benefits, Rosemary Tippet, committee chair, acknowledged the committee’s work was far from complete. In agreement, the Board chartered the committee with identifying tangible vs. intangible benefits. The committee will also provide recommendations to make the member website more valuable to a wider variety of member staff and to provide the information or the means of obtaining information for posting on the site. They will explore a Frequently Asked Questions (FAQs) section on the website with a panel of experts to respond to questions. They are to consider the concept of a NATSAP “champion” at each of our member programs to facilitate communication and distribution of information regarding NATSAP. Joining Rosemary on the Member Services Committee are Jeff Anderson (Center for Change), Julie Brown (Gateway Academy), Kathleen Hagerty (Provo Canyon), Mary Hickey (Spring Ridge Academy), Cheryl Kehl (Second Nature), Sharon Laney (Three Springs), Paula Leslie (Aspen Achievement), Audrey Peavey (New Horizons), Angie Senic (Alldredge Academy), Paul Smith (Catherine Freer), and Richard Williams (Three Springs).

**Public Relations**  
Michael Berrett, Chair, reported the plans for a committee planning meeting on May 11 and 12 in Denver, Colorado to develop the charter of the committee and to move towards the following outcomes:

1. Defining NATSAP, what we do, key points a consumer needs to know about NATSAP for the development of a NATSAP brochure;
2. Reviewing the recent analysis of the NATSAP website and developing a plan to enhance it;
3. Developing a plan to improve and support the NATSAP newsletter; and
4. Working with the Member Services Committee to develop an internal marketing plan.

The Public Relations Committee was chartered with increasing our national presence, increasing our alliance with professional organizations and our presence at national conferences. The committee will focus on website improvements including increasing the website search hits and improving the understanding of who NATSAP is. A plan will be developed to address negative Internet publicity. The NATSAP newsletter will be improved to increase distribution.

NATSAP NEWS

**NATSAP’s Utah Regional Conference**

**“Treating Adolescents: In Pursuit of Best Practices”**

Friday, June 24, 2005

Utah Boys Ranch Campus  
Salt Lake City, Utah

**WATCH YOUR MAILBOX FOR FOR THE NATSAP 2005 DIRECTORY**

**COMING THIS SPRING!**

**NATSAP Vision Statement**

Our vision is a nation of healthy children. We are the voice inspiring, nurturing, and validating the courageous work of our schools and programs

**NATSAP Mission Statement**

The National Association of Therapeutic Schools and Programs serves as an advocate and resource for innovative organizations which devote themselves to society's need for the effective care and education of struggling young people and their families.

SPRING 2005